

## ORDER



**Orders**  
**Order / Rev:** 720964  
**Alt Order #:** 06361028  
**Product Desc:** PATON FOR CONGRESS 10/25-10/30,  
**Estimate:**  
**Flight Dates:** 10/25/12 - 10/30/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Paton,J/ R / Congress  
**Demographic:** A35+  
**Product Codes:** PL-US House  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	22	\$19,650.00	\$16,702.50
10/29/12	10/30/12	20	\$15,950.00	\$13,557.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	22	\$19,650.00	\$16,702.50	0.00
November 2012	20	\$15,950.00	\$13,557.50	0.00
<b>Totals</b>	<b>42</b>	<b>\$35,600.00</b>	<b>\$30,260.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/25/12	10/30/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MT- TFS-	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	MT- TFS-					5	\$1,400.00		0.00			
2	KPNX	10/25/12	10/30/12	M-F 6-7a 12 News Today	CM	6-7a	MT- TF- -	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	MT- TF- -					4	\$450.00		0.00			
3	KPNX	10/25/12	10/30/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT- TF- -	:30	6	\$550.00	P-2	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	MT- TF- -					6	\$550.00		0.00			
		2X MAX/DAY: TH,TU													
4	KPNX	10/25/12	10/30/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MT- TF- -	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	MT- TF- -					4	\$225.00		0.00			
5	KPNX	10/25/12	10/30/12	Days of Our Lives Days of Our Lives	CM	2-3p	MT- TF- -	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	MT- TF- -					4	\$300.00		0.00			
E 6	KPNX	10/25/12	10/30/12	M-F 3-4p Ellen	CM	3-4p	MT- TF- -	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00

Order / Rev: 720964  
 Alt Order #: 06361028  
 Flight Dates: 10/25/12 - 10/30/12

Advertiser: Paton,J/ R / Congress  
 Product Desc: PATON FOR CONGRESS 10/25-10/30, **KPNX**  
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
rr per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	MT- TF--					4	\$350.00		0.00			
7	KPNX	10/25/12	10/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	MT- TF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	MT- TF--					4	\$450.00		0.00			
8	KPNX	10/29/12	10/29/12	NBC Nightly News NBC Nightly News	CM	Various	M- - - - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$1,500.00		0.00			
E 9	KPNX	10/25/12	10/30/12	M-F 6-630p 12 News 6pm	CM	6-630p	MT- TF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
rr per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	MT- TF--					4	\$700.00		0.00			
10	KPNX	10/29/12	10/29/12	Mon Prime Other The Voice	CM	7-9p	M- - - - -	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$4,500.00		0.00			
11	KPNX	10/27/12	10/27/12	SAT TDY NBC Today Show	CM	Saturday Today	- - - - - S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S-					1	\$250.00		0.00			
E 12	KPNX	10/27/12	10/27/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	- - - - - S-	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
#of spots changed per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S-					2	\$450.00		0.00			
14	KPNX	10/28/12	10/28/12	Sun 8-10a 12 News Sun Today	CM	Various	- - - - - S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S					1	\$250.00		0.00			
E 15	KPNX	10/28/12	10/28/12	NFL Regular Season Football NFL Regular Season Football	CM	Various	- - - - - S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
rr per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S					1	\$8,000.00		0.00			
													Totals	42	\$35,600.00
*Tax 1 Note: Tax 0.5%.															

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